EP 0 954 794 B1

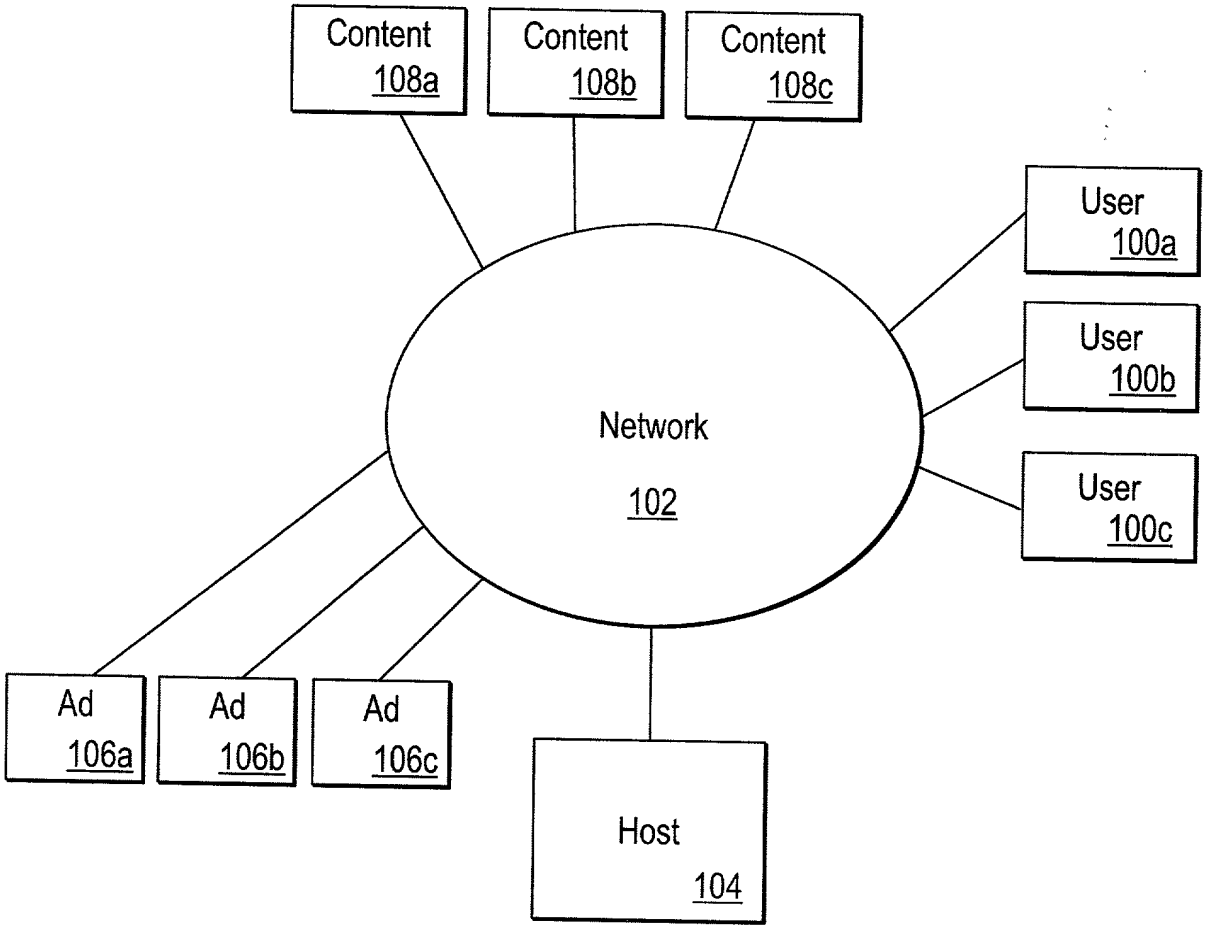


Fig. 1

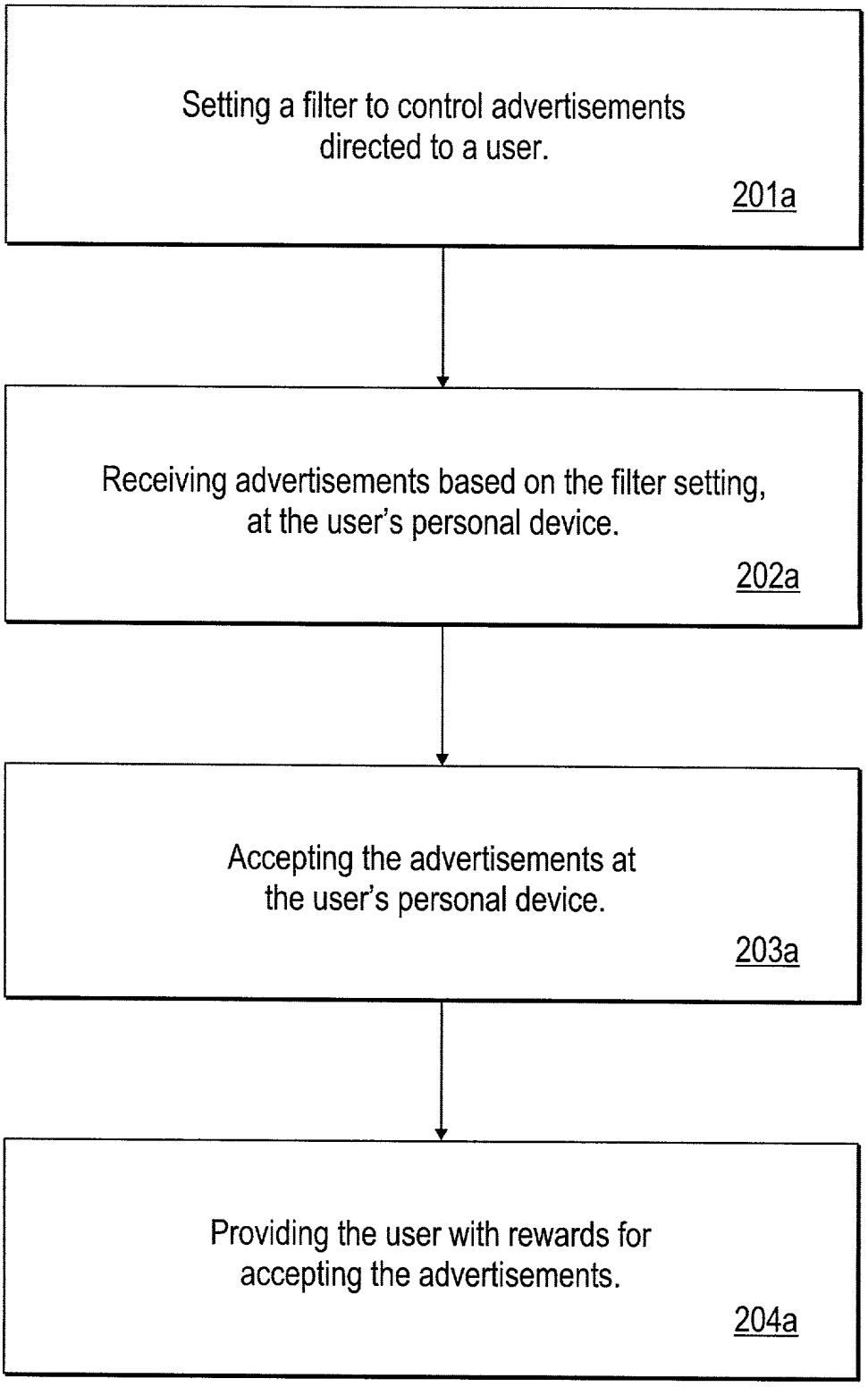

Setting a filter to control advertisements directed to a user.
201a
Receiving advertisements based on the filter setting, at the user's personal device.
202a
Accepting the advertisements at the user's personal device.
203a
Providing the user with rewards for accepting the advertisements.
204a

Fig. 2a

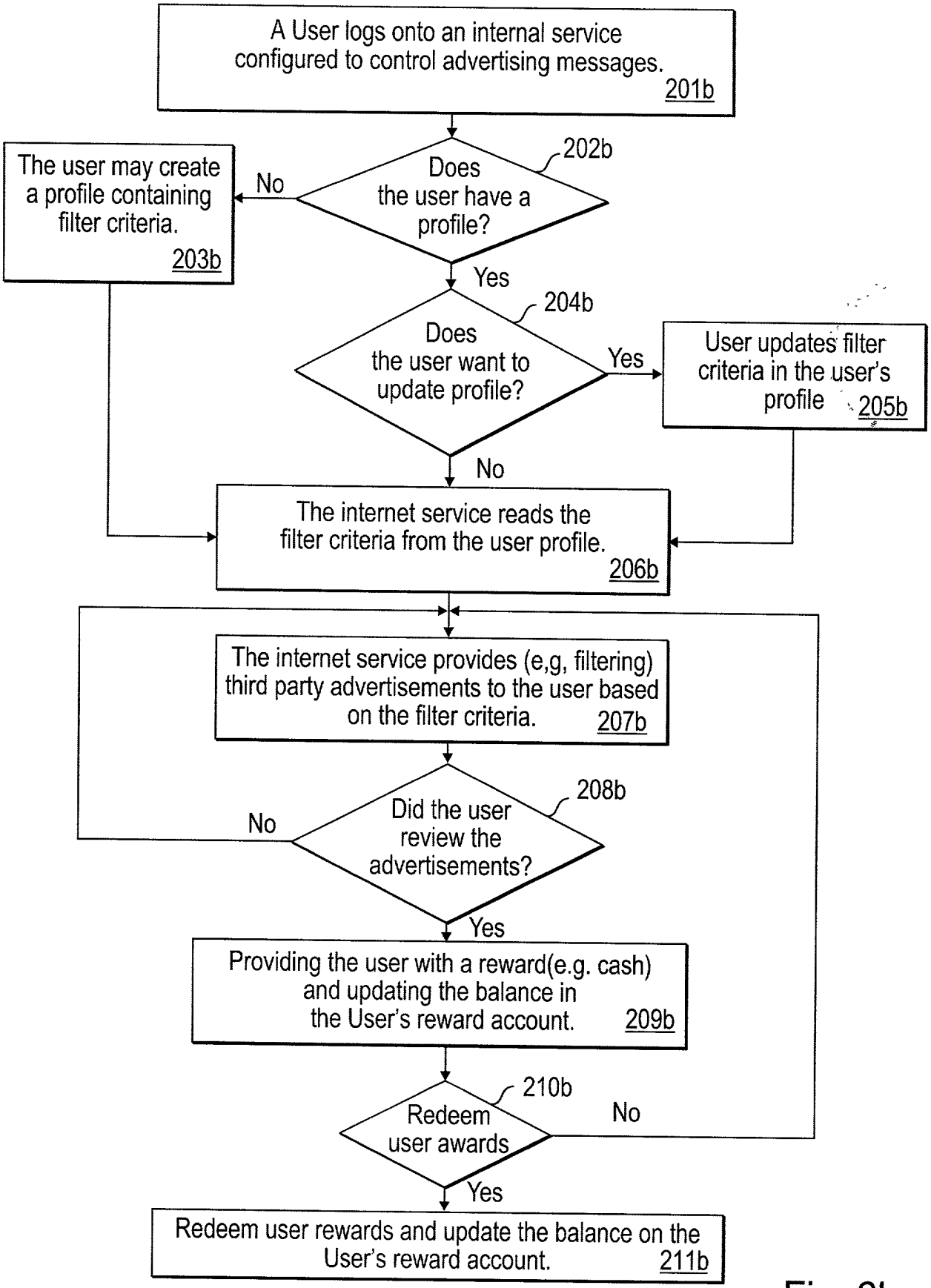


Fig. 2b

EP 2 045 752 A2

EP 0 945 819 A2

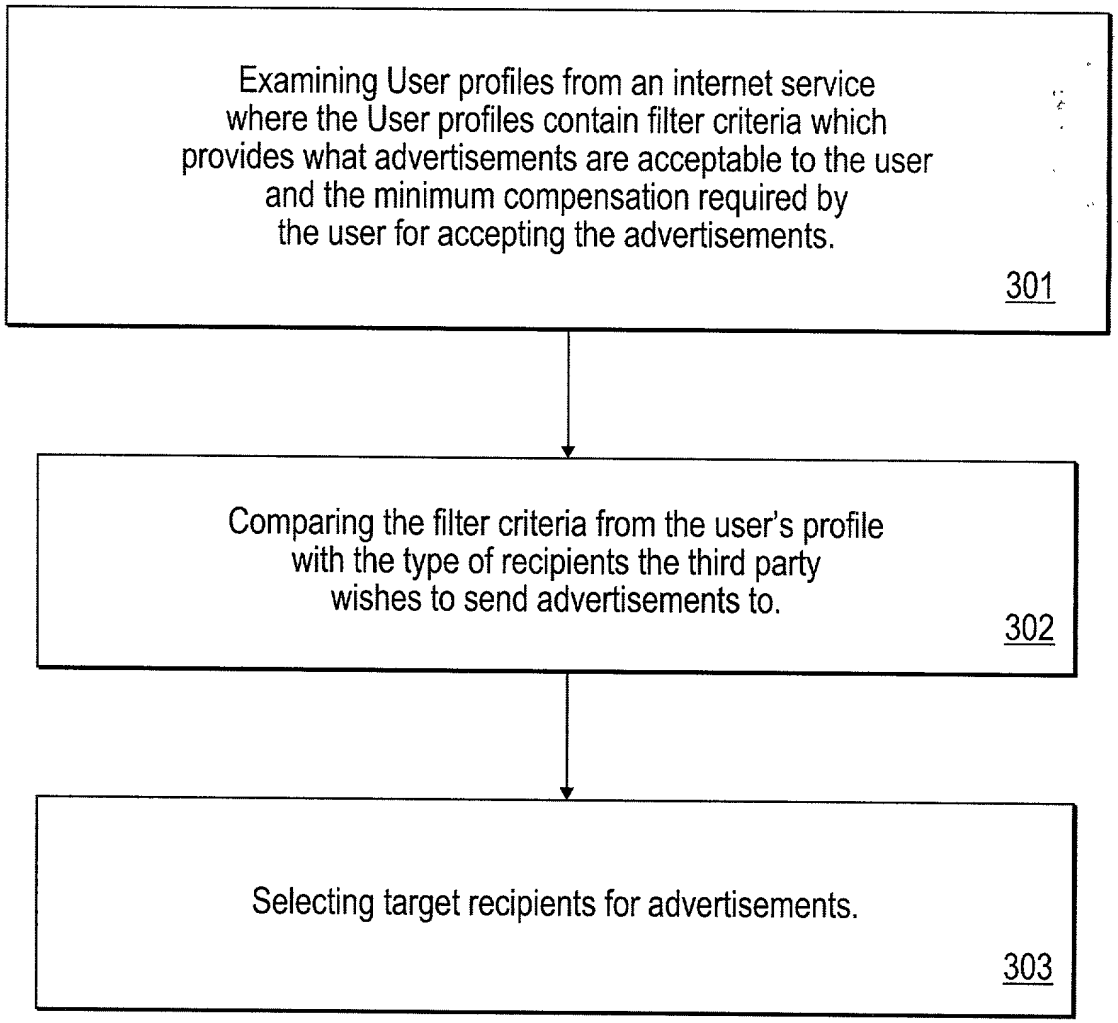


Fig. 3

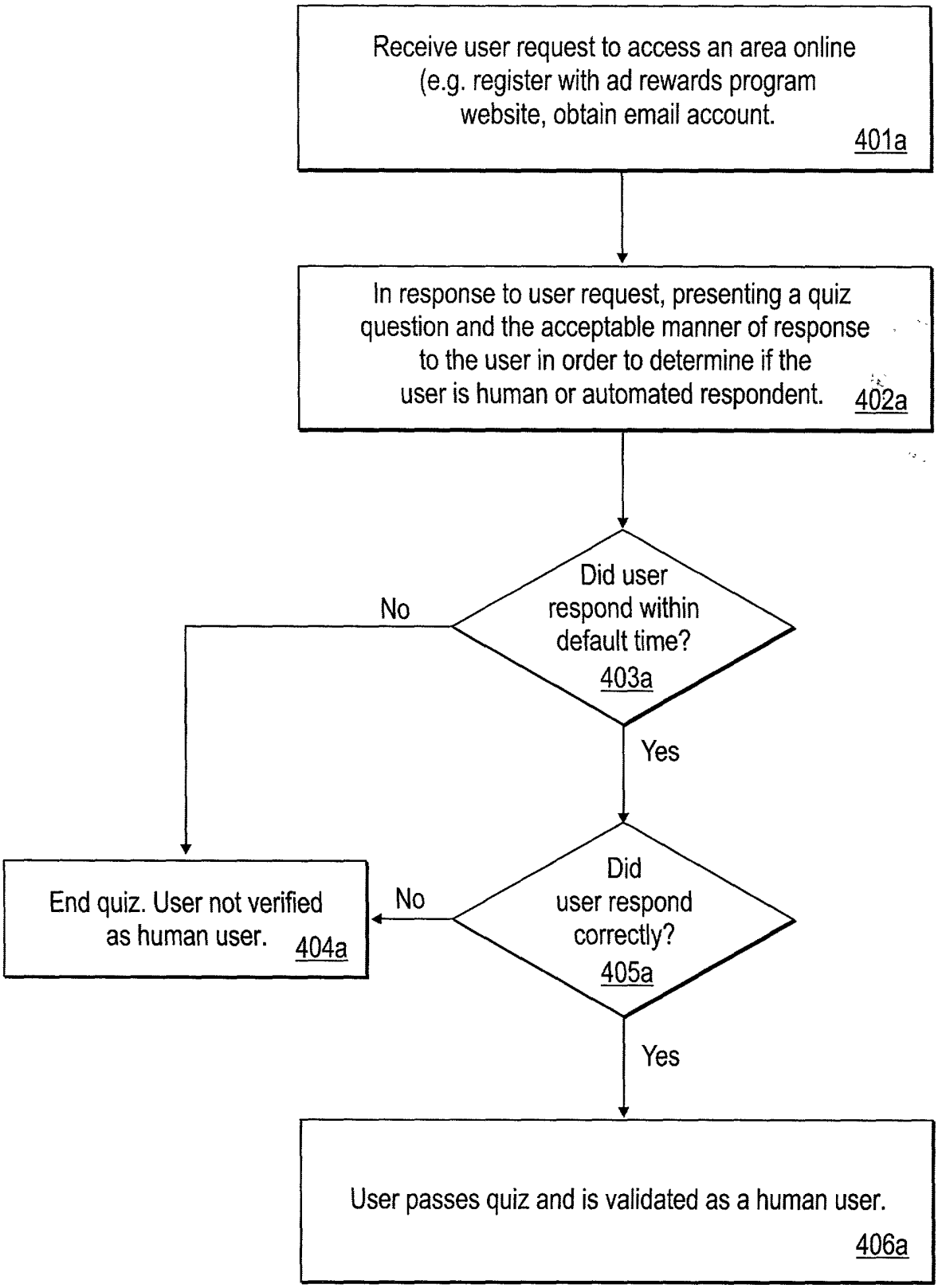

Receive user request to access an area online (e.g. register with ad rewards program website, obtain email account. 401a
In response to user request, presenting a quiz question and the acceptable manner of response to the user in order to determine if the user is human or automated respondent. 402a
Did user respond within default time? 403a
No
Yes
End quiz. User not verified as human user. 404a
Did user respond correctly? 405a
No
Yes
User passes quiz and is validated as a human user. 406a

Fig. 4a

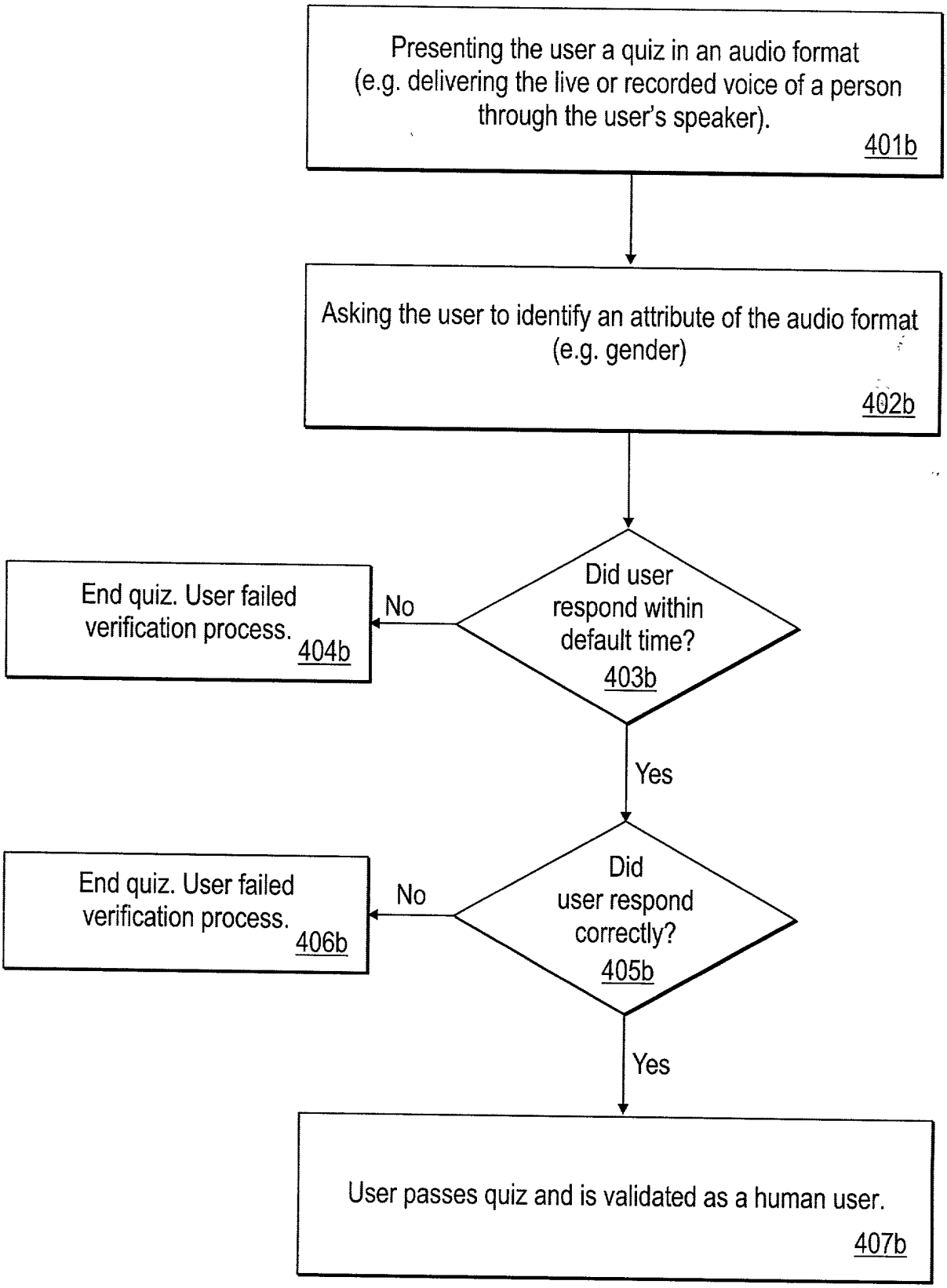

Presenting the user a quiz in an audio format (e.g. delivering the live or recorded voice of a person through the user's speaker).
401b
Asking the user to identify an attribute of the audio format (e.g. gender)
402b
Did user respond within default time?
403b
No
End quiz. User failed verification process.
404b
Yes
Did user respond correctly?
405b
No
End quiz. User failed verification process.
406b
Yes
User passes quiz and is validated as a human user.
407b

Fig. 4b

US 9,754,103 B1

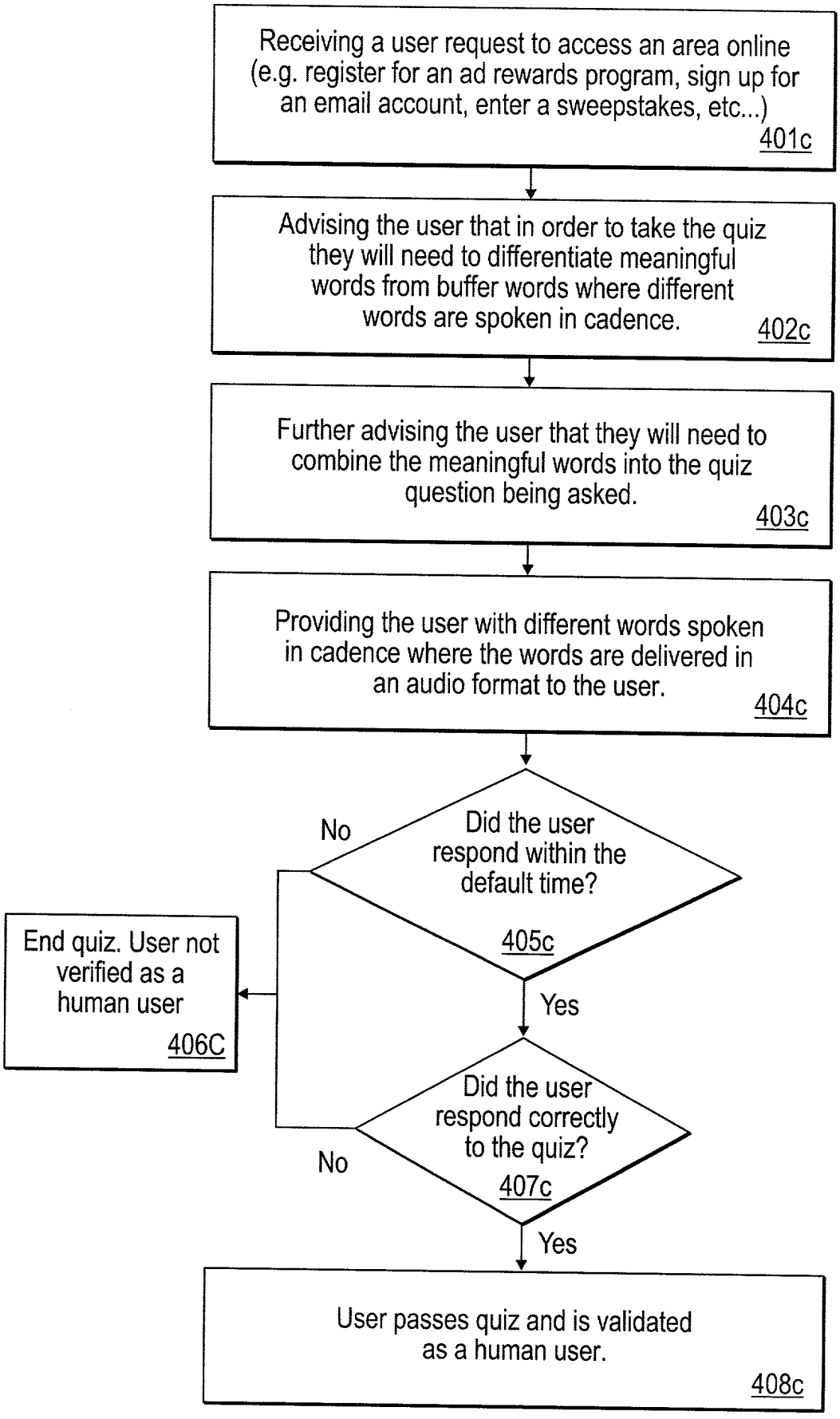


Fig. 4c

Application Publication

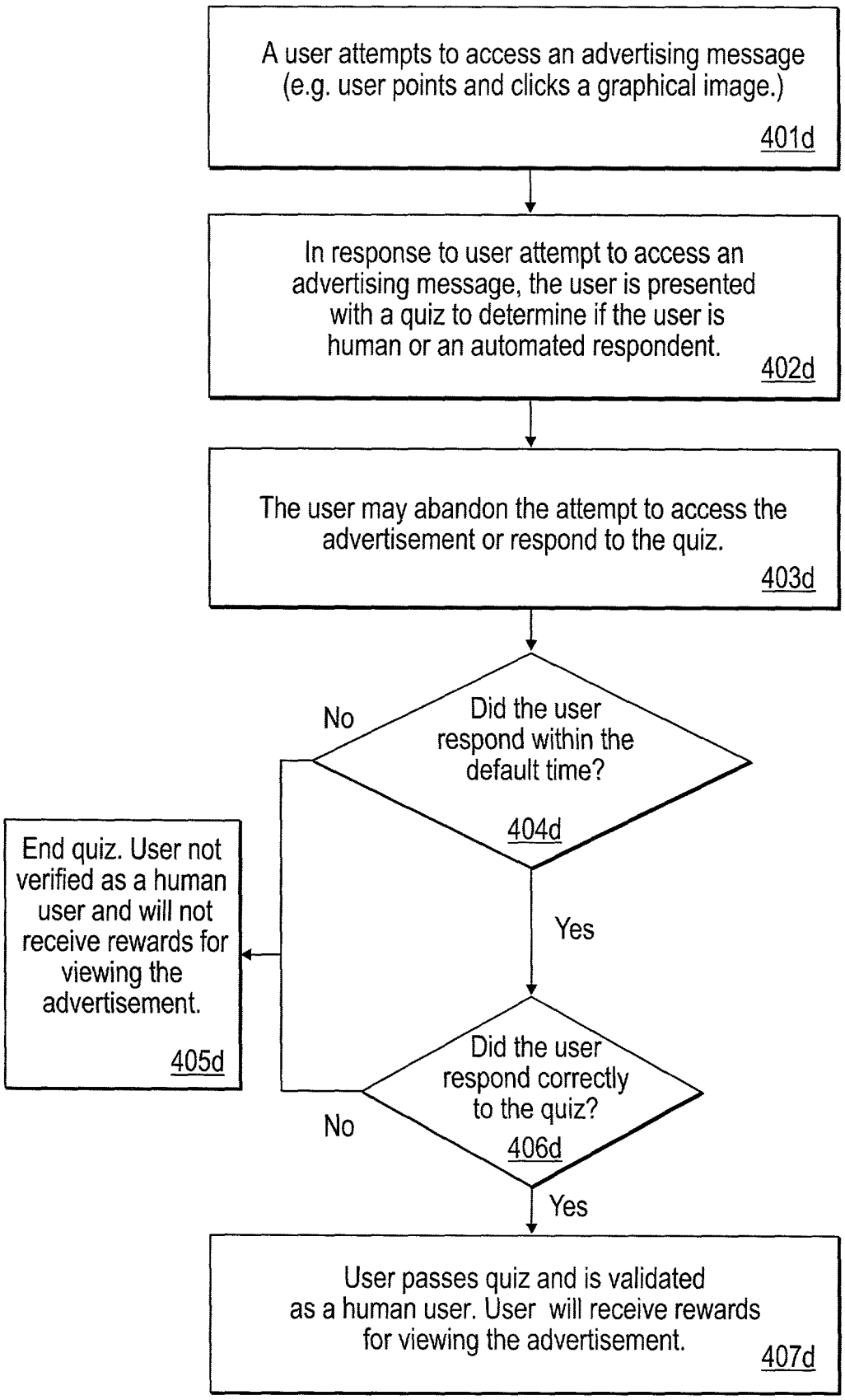


Fig. 4d

User Attributes Configuration Page - Screenshot

500

Attribute	User Names	Submit on Approval for Demographic Qualification	Submit on Approval for Demographic Research
Name	Stan Lim		
Age	30		
Gender	MALE		
Date of Birth			
Zipcode	95128		
Household income			

SUBMIT CANCEL

Fig. 5

600

User Attributes Configuration Page - Screenshot

Attribute	User Date Available?	Demographic Bonus	Research Bonus	Share Demographic Bonus?	Share Research Bonus?	User Bonus
Name	:	200	200	:	:	400
Age	:	100	100	?	?	0
Gender	:	100	100	ς	ς	200
Date of Birth	???	500	500	?	?	0
Zipcode		500	500	ς	ς	1000
Household Income	???	10000	10000	ς	ς	
Number of cars	5	5000	5000	ς	ς	10000
Total Bonus						11600

UPDATE CANCEL

Notes:

- All Attributes and Bonus rewards are defined by Advertiser
- If user data is available AND shared, user earns bonus for that attribute.
- Each User Bonus item and Total Bonus is calculated automatically, or may require optional "UPDATE" button
- : denotes check boxes that user can check to share attribute and earn bonus. If checked, denoted by ς
- ??? denotes input box that user needs to till out if user wishes to earn bonus for that attribute. In this example, the "5" was intered for "Number of cars".

Fig. 6

20020827S0001

700

SmartQuiz™

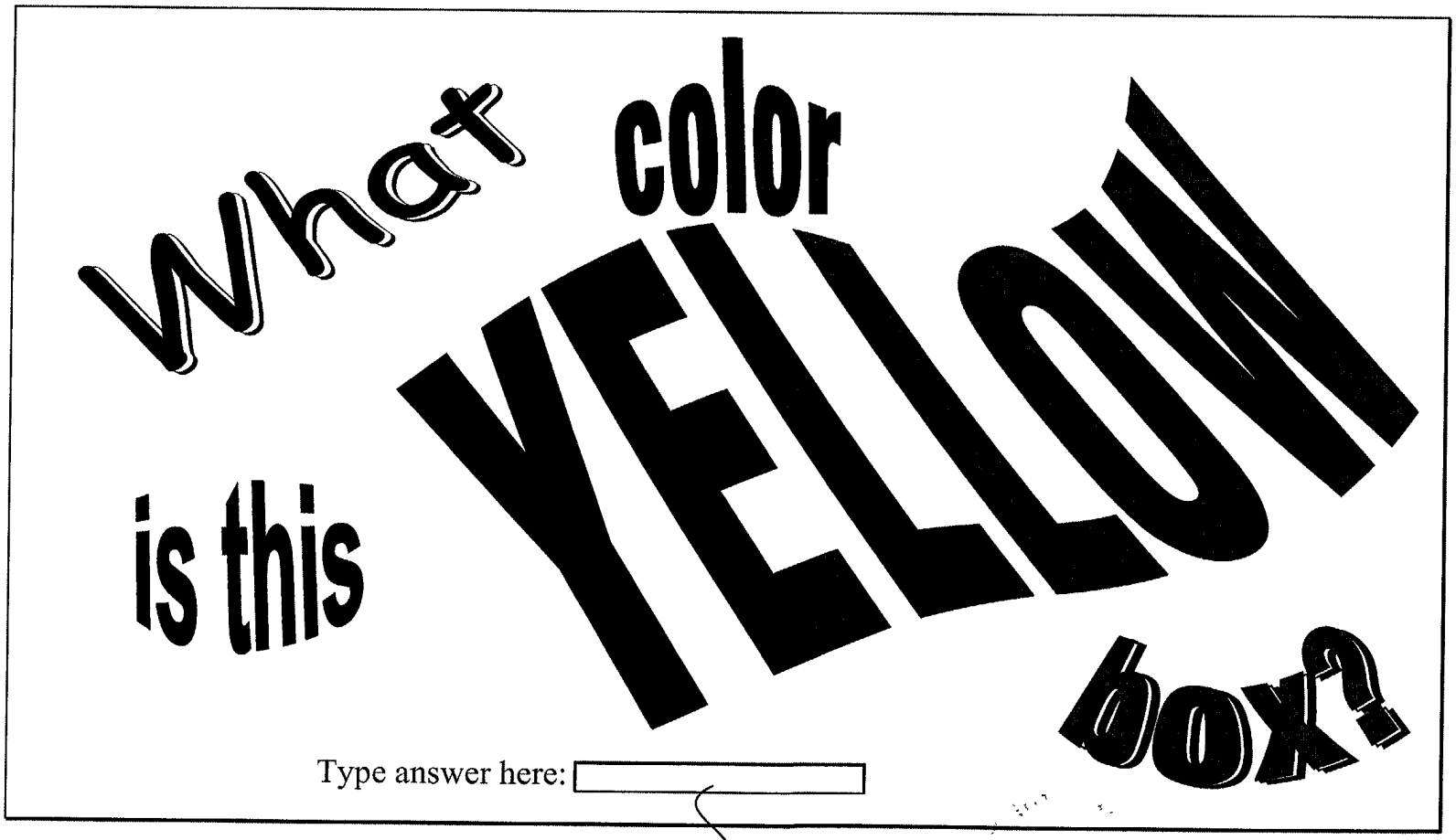
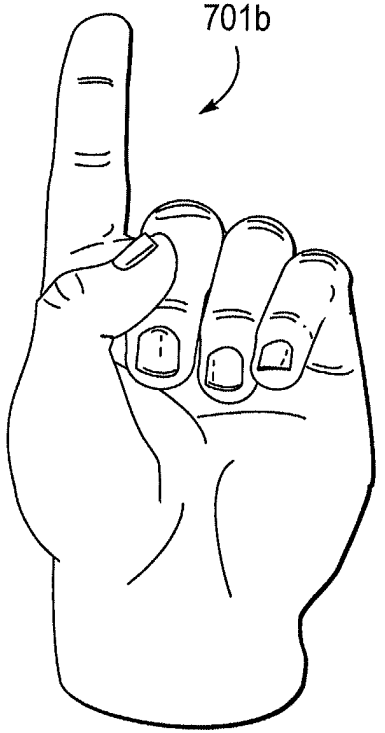


Fig. 7a

700b

SmartQuiz™

How many fingers ?



Type answer here:

Fig. 7b

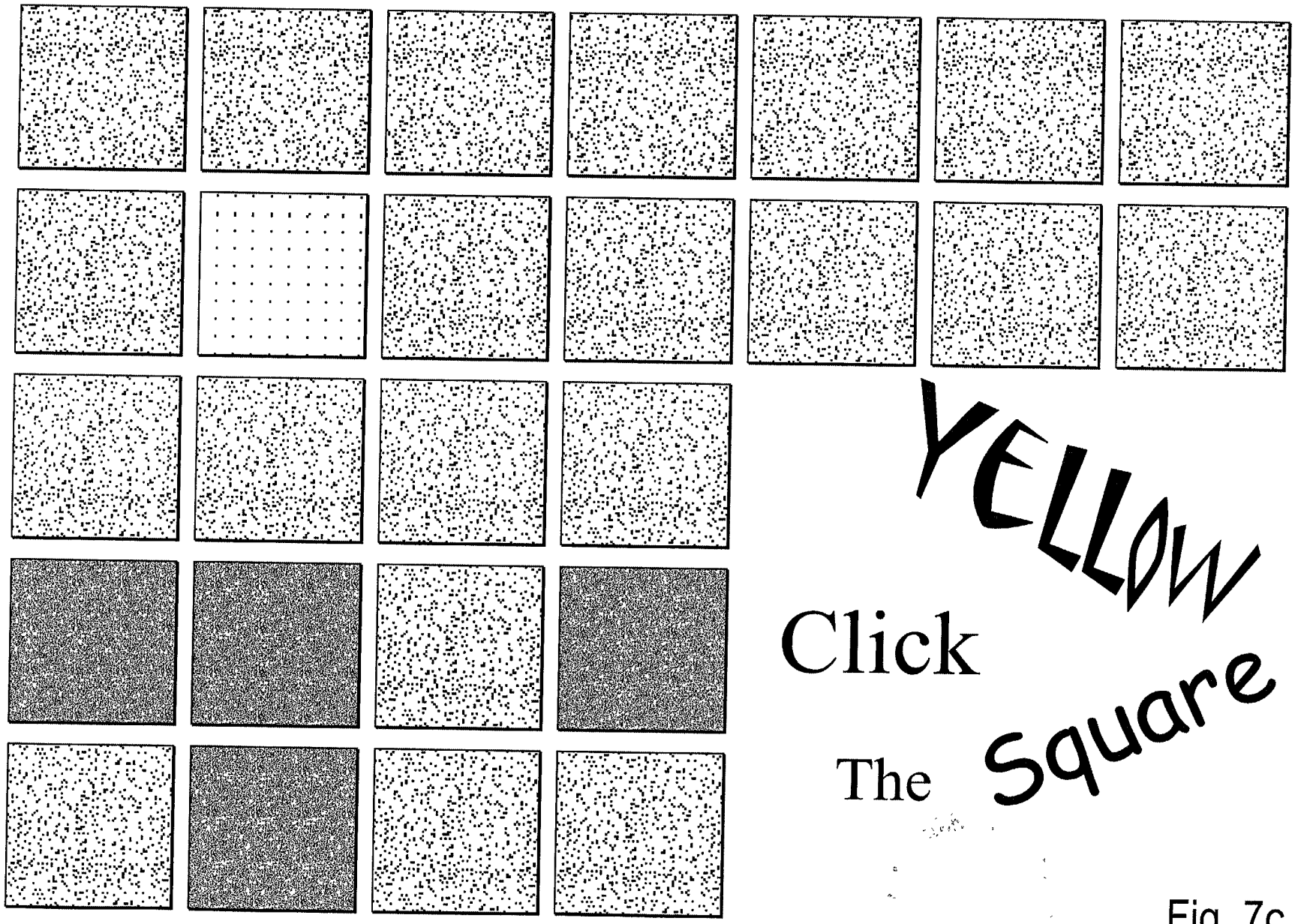


Fig. 7c

SmartQuiz™

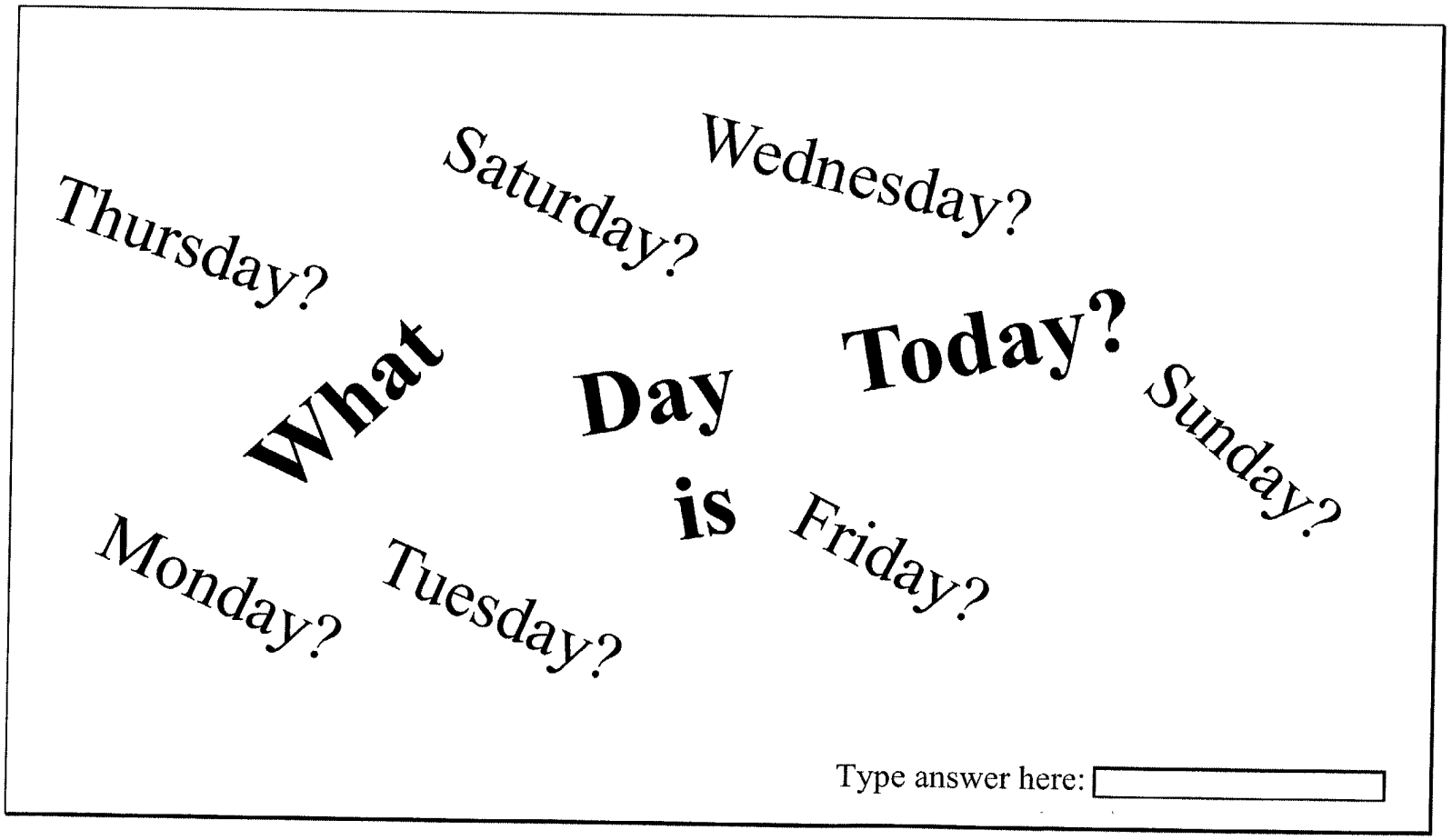


Fig. 7d

Exhibit 2 Page 2 of 2

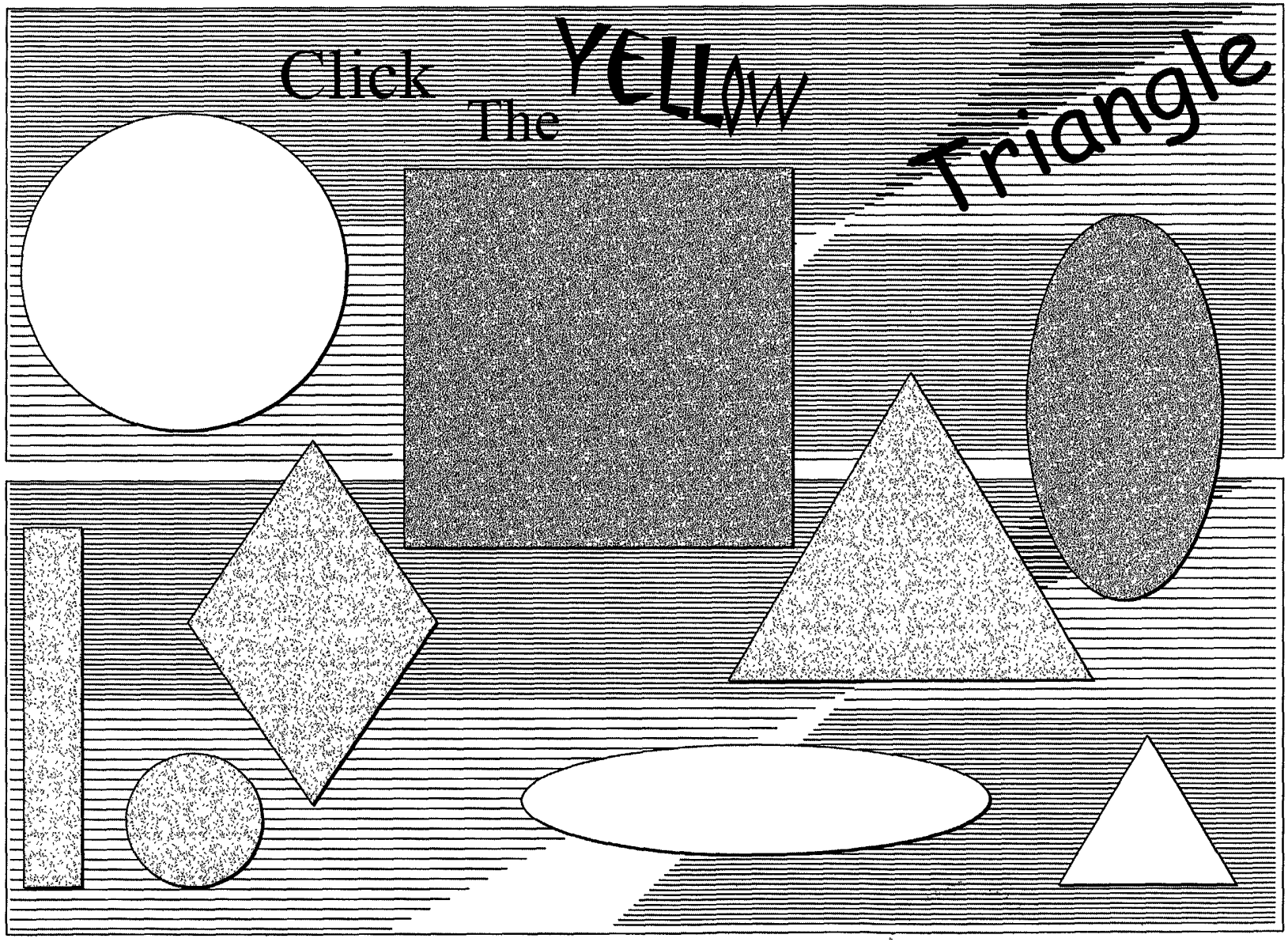
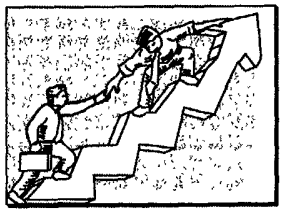
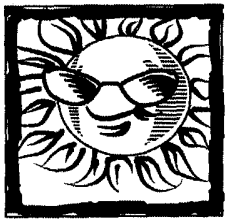
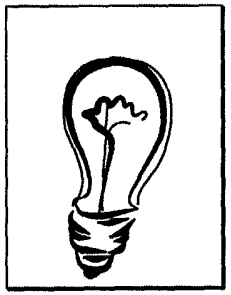


Fig. 7e





700f

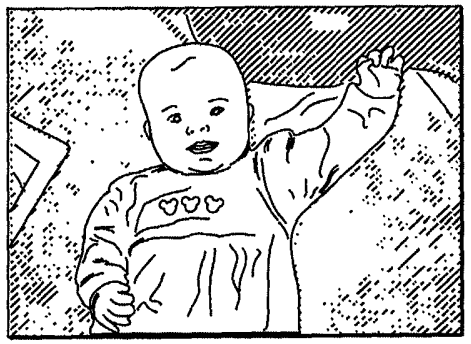


Click

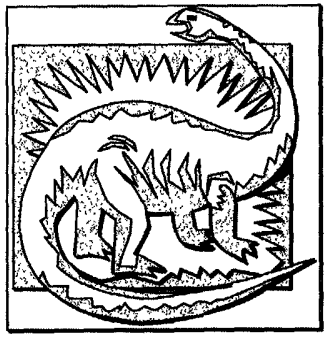
The

Baby

Picture



702f



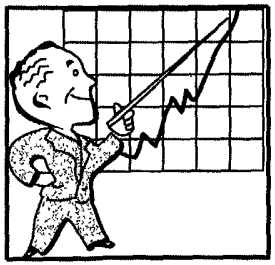


Fig. 7f

20070227001

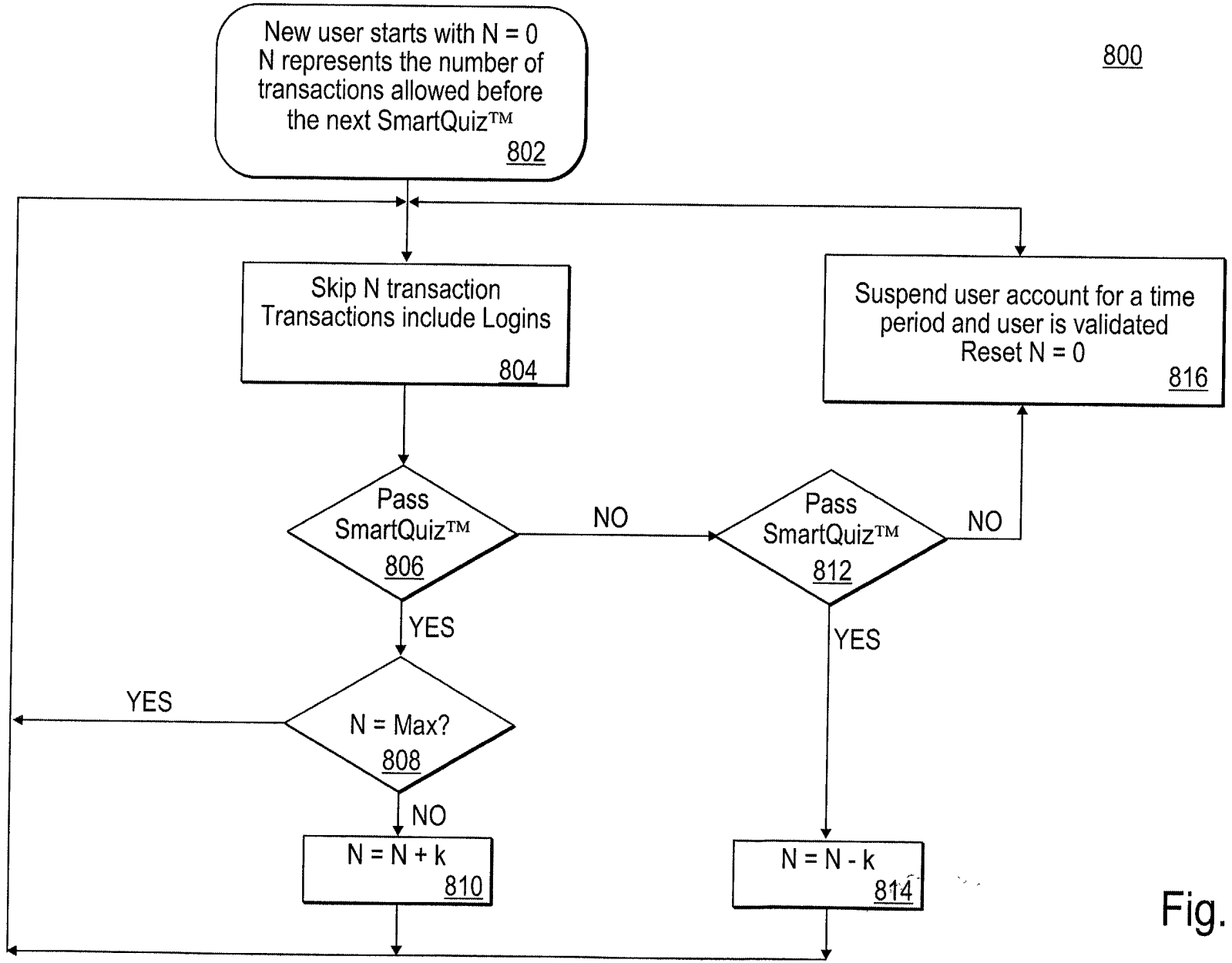
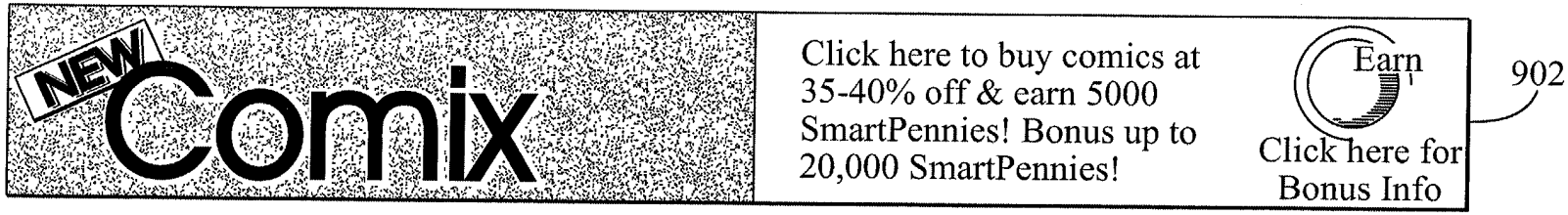
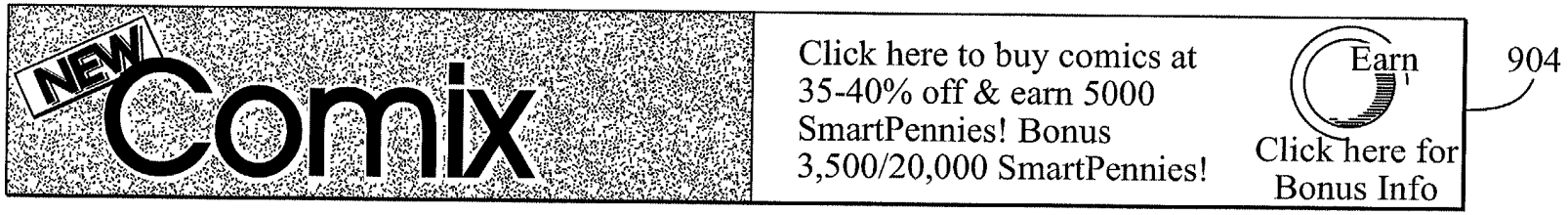


Fig. 8

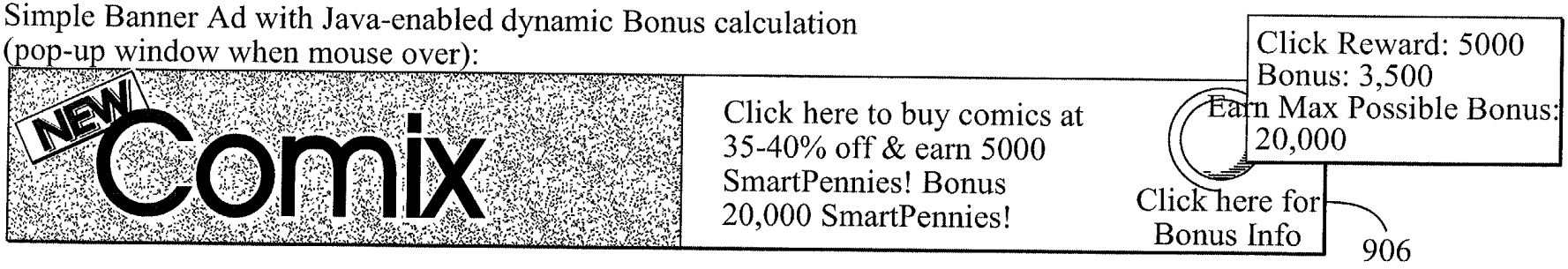
Simple Banner Ad with no dynamic Bonus calculation:



Simple Banner Ad with dynamic Bonus calculation:



Simple Banner Ad with Java-enabled dynamic Bonus calculation (pop-up window when mouse over):



Simple Banner Ad with No Bonus:

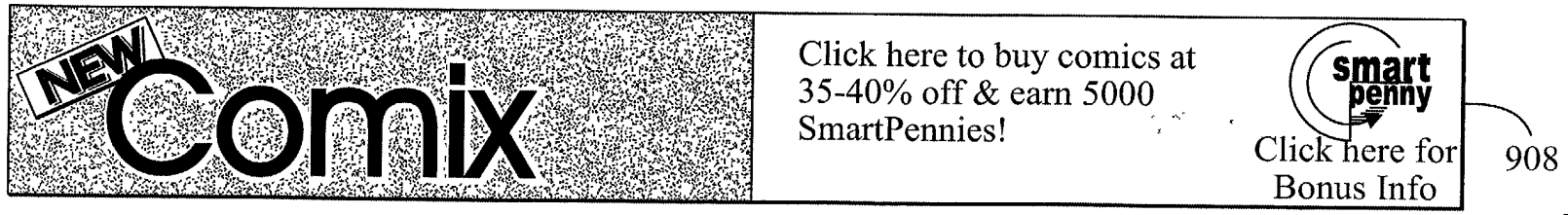
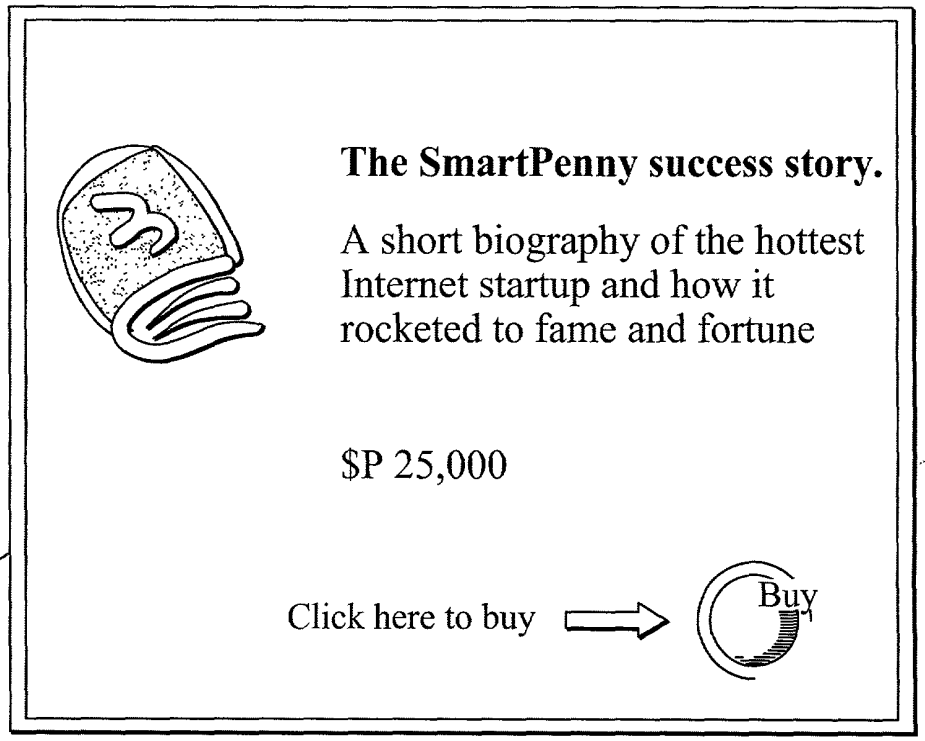


Fig. 9


The SmartPenny success story.
A short biography of the hottest Internet startup and how it rocketed to fame and fortune
$P 25,000
Click here to buy
Buy
1002

Welcome to John's Poetry
All Poems are $P5000
Unless otherwise noted
Buy
Buy
Twighlight Dreams $P7500
Buy
1004

Fig. 10

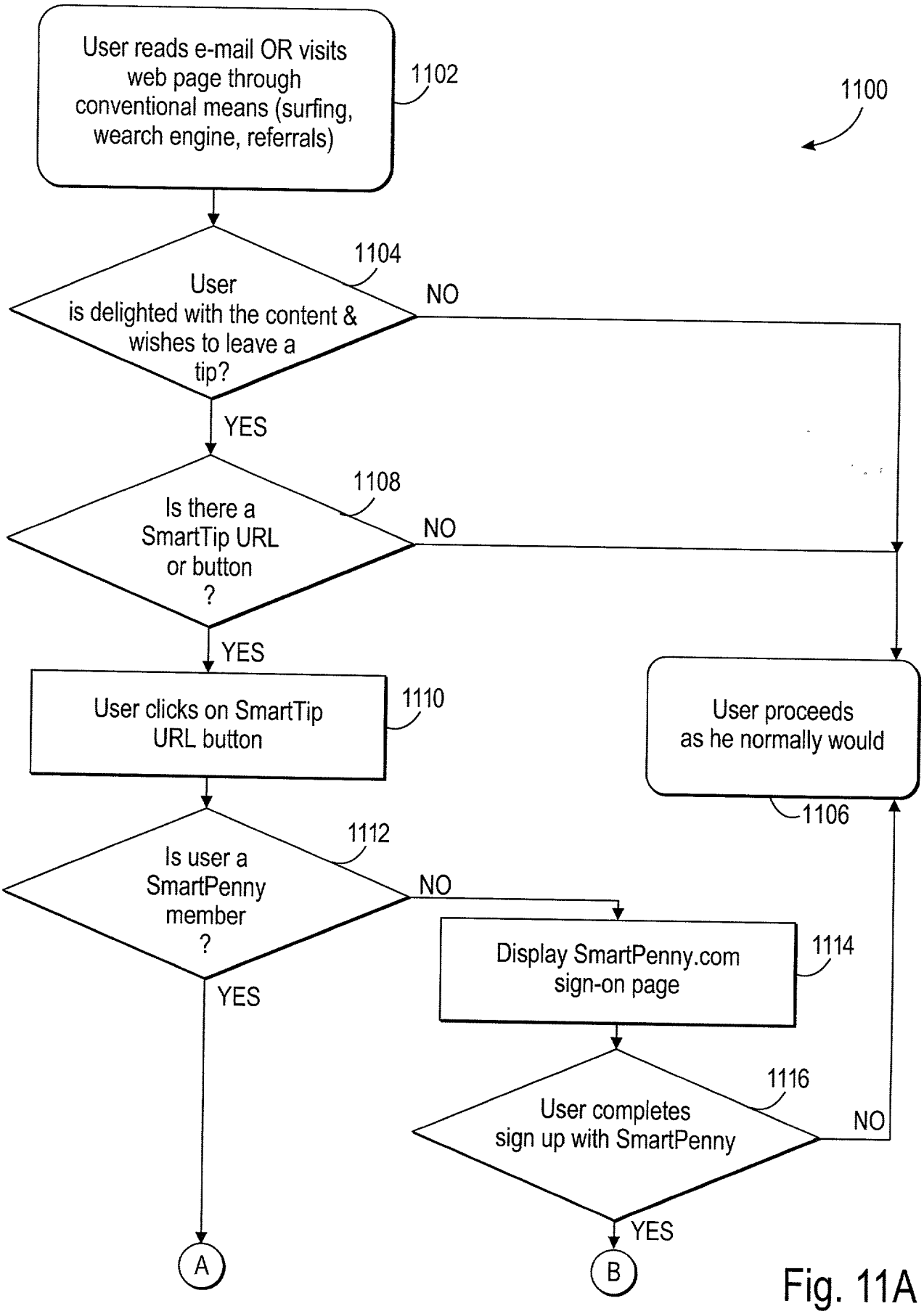

User reads e-mail OR visits web page through conventional means (surfing, wearch engine, referrals)
1102
1100
1104
User is delighted with the content & wishes to leave a tip?
NO
YES
1108
Is there a SmartTip URL or button ?
NO
YES
User clicks on SmartTip URL button
1110
User proceeds as he normally would
1106
1112
Is user a SmartPenny member ?
NO
YES
Display SmartPenny.com sign-on page
1114
1116
User completes sign up with SmartPenny
NO
YES
A
B

Fig. 11A

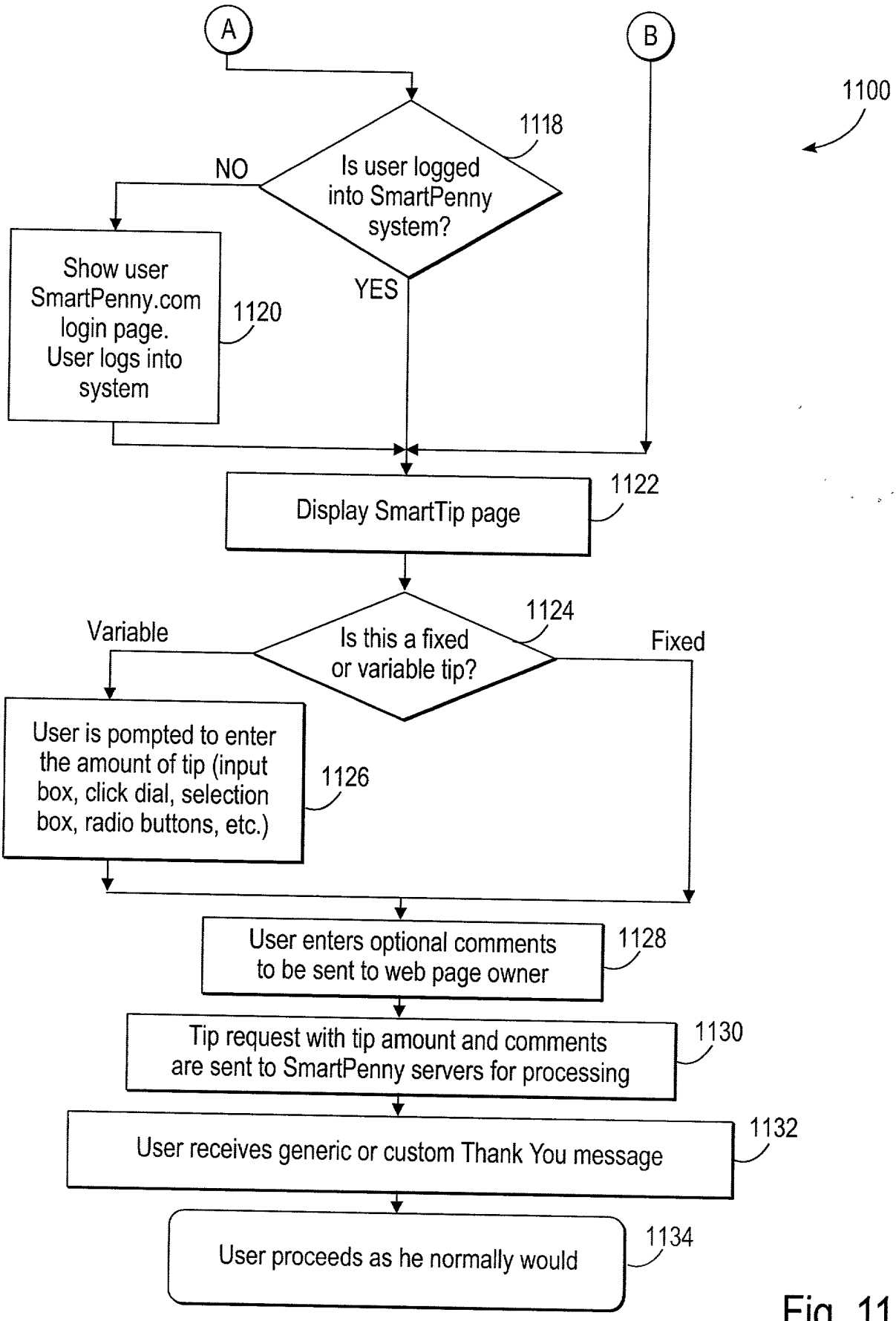
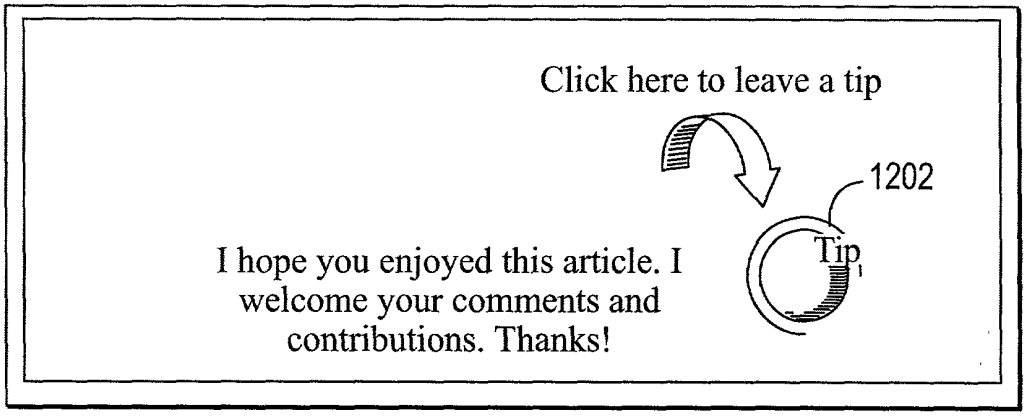

A
B
1100
1118
Is user logged into SmartPenny system?
NO
YES
Show user SmartPenny.com login page. User logs into system
1120
Display SmartTip page
1122
1124
Is this a fixed or variable tip?
Variable
Fixed
User is pompted to enter the amount of tip (input box, click dial, selection box, radio buttons, etc.)
1126
User enters optional comments to be sent to web page owner
1128
Tip request with tip amount and comments are sent to SmartPenny servers for processing
1130
User receives generic or custom Thank You message
1132
User proceeds as he normally would
1134

Fig. 11B

Content Providers can politely ssolicit gratuity by including the SmartTip™ button to their web pages. An Example is shown below:



SmartTip™ screenshots

This is an example of what the SmartTip™ window may look like:

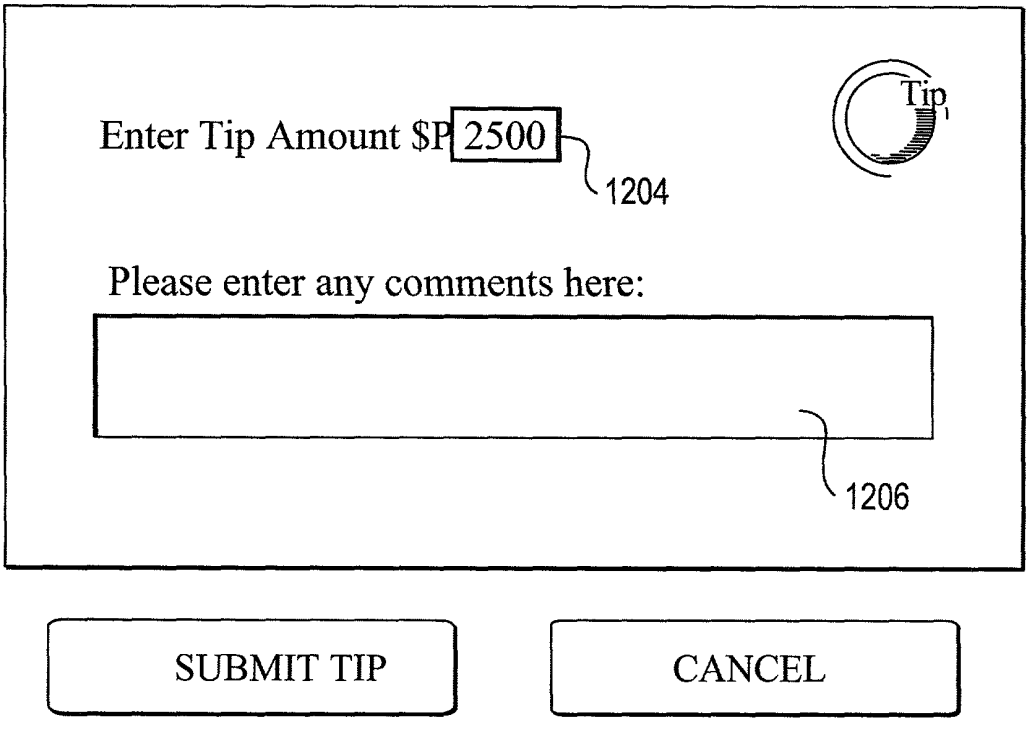


Fig. 12

Apple Ex. 1008, p. 1352

20nTEO" 2TSTOOOT

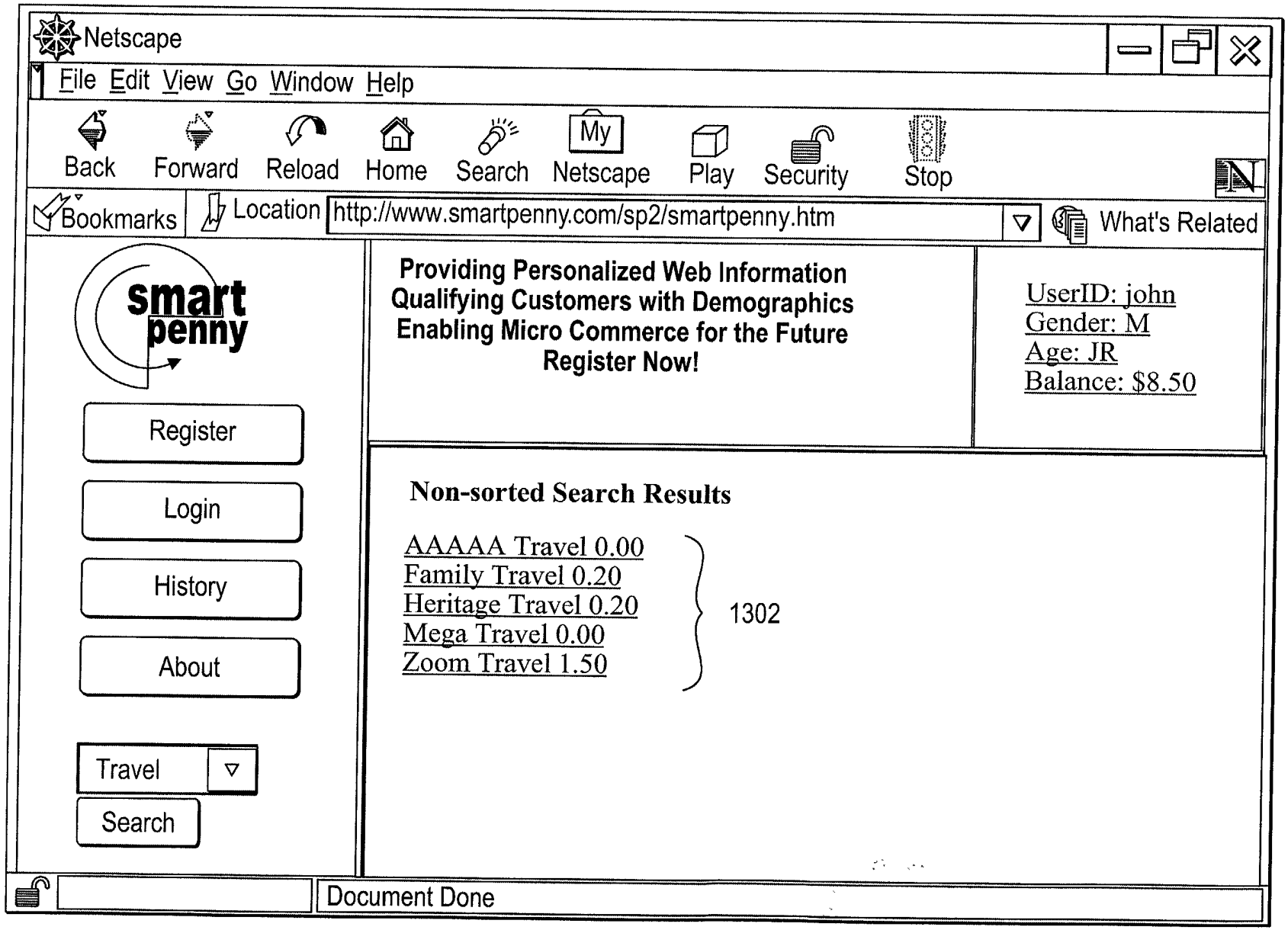


Fig. 13

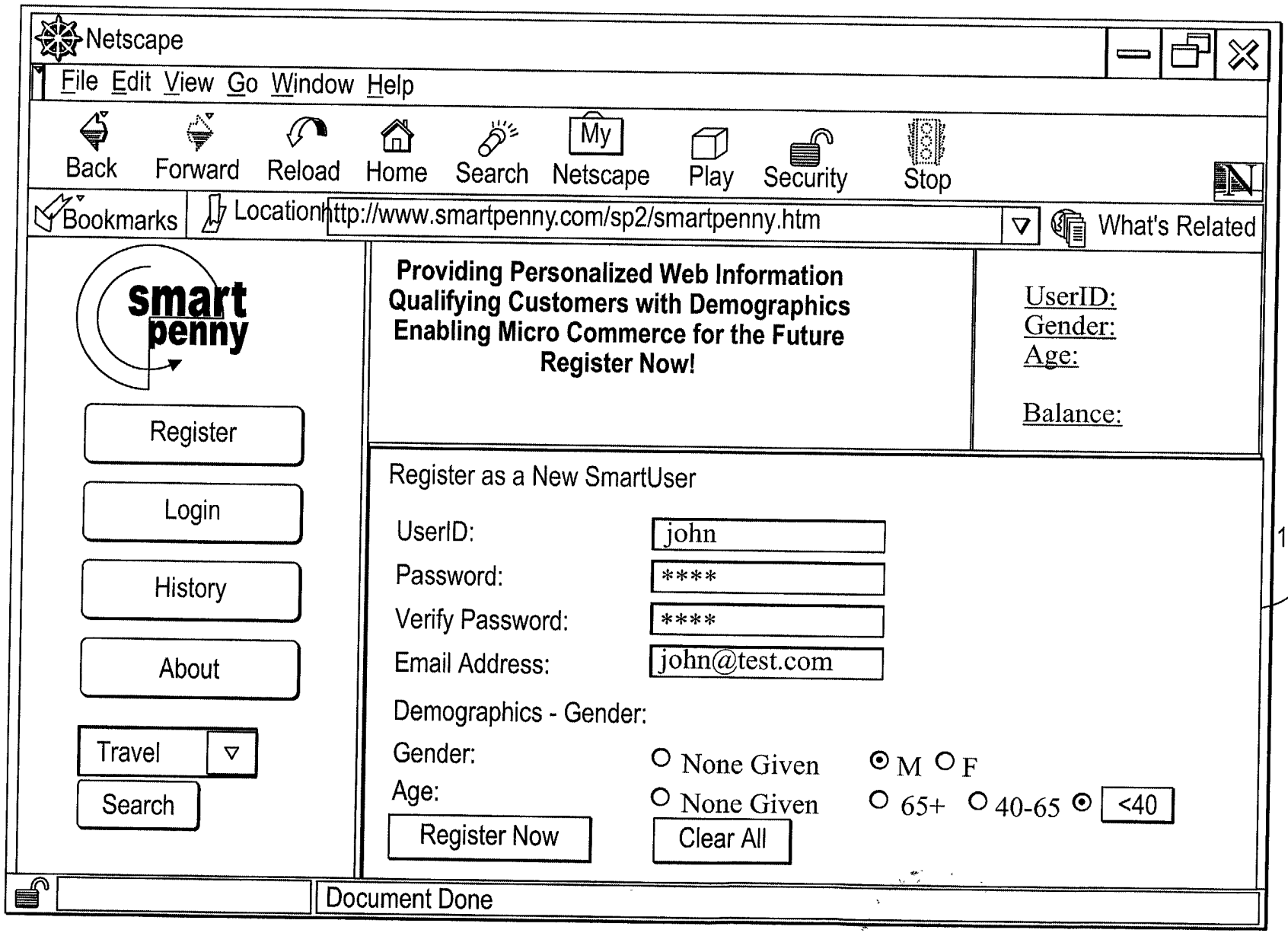

Netscape
File Edit View Go Window Help
Back
Forward
Reload
Home
Search
My
Netscape
Play
Security
Stop
Bookmarks
Location
http://www.smartpenny.com/sp2/smartpenny.htm
What's Related
smart penny
Register
Login
History
About
Travel
Search
Providing Personalized Web Information
Qualifying Customers with Demographics
Enabling Micro Commerce for the Future
Register Now!
UserID:
Gender:
Age:
Balance:
Register as a New SmartUser
UserID: john
Password: ****
Verify Password: ****
Email Address: john@test.com
Demographics - Gender:
Gender: None Given M F
Age: None Given 65+ 40-65 <40
Register Now
Clear All
1402
Document Done

Fig. 14

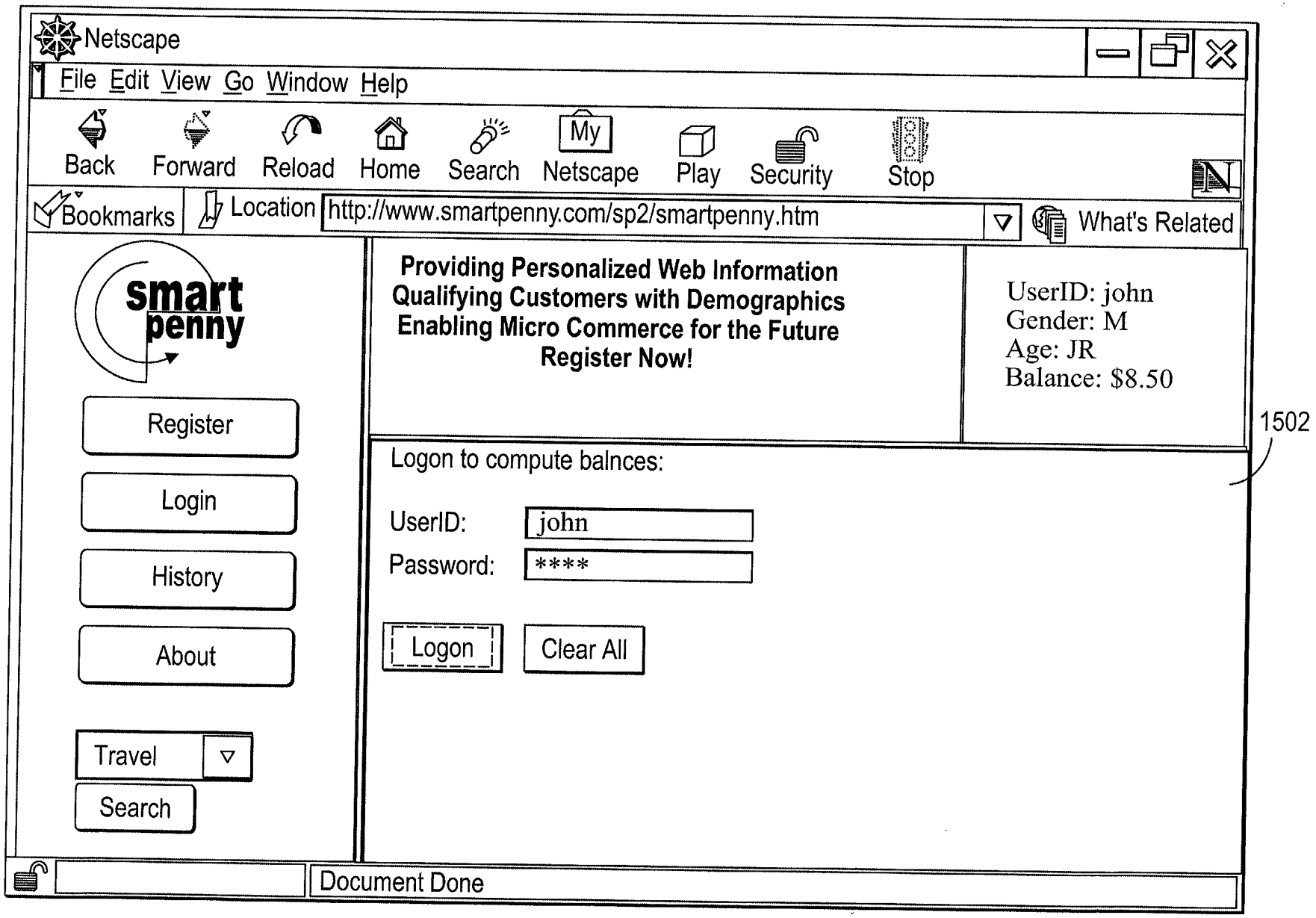

Netscape
File Edit View Go Window Help
Back
Forward
Reload
Home
Search
Netscape
My
Play
Security
Stop
Bookmarks
Location
http://www.smartpenny.com/sp2/smartpenny.htm
What's Related
smart penny
Register
Login
History
About
Travel
Search
Providing Personalized Web Information
Qualifying Customers with Demographics
Enabling Micro Commerce for the Future
Register Now!
UserID: john
Gender: M
Age: JR
Balance: $8.50
1502
Logon to compute balnces:
UserID:
john
Password:
****
Logon
Clear All
Document Done

Fig. 15

20020227.0001

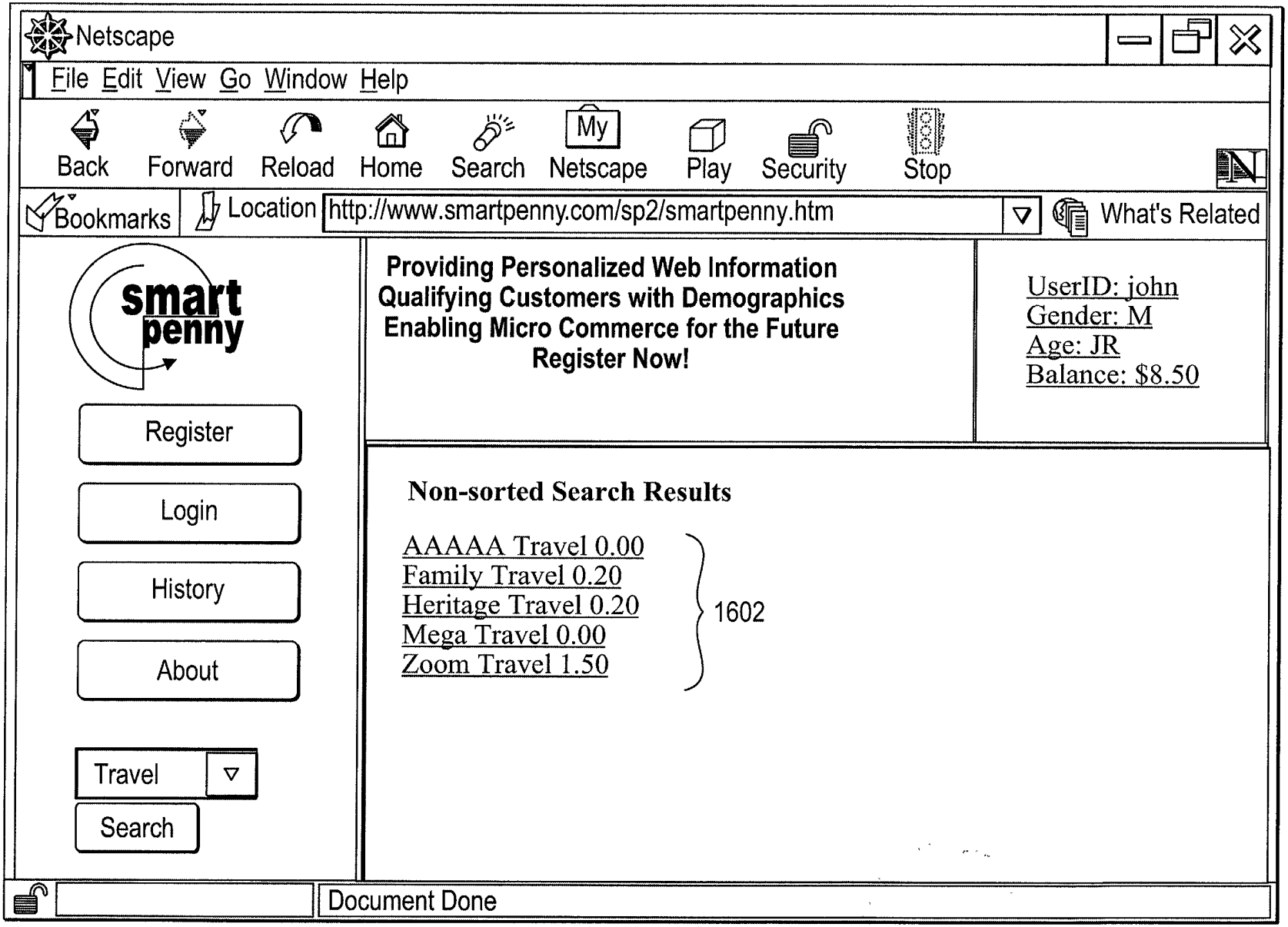


Fig. 16

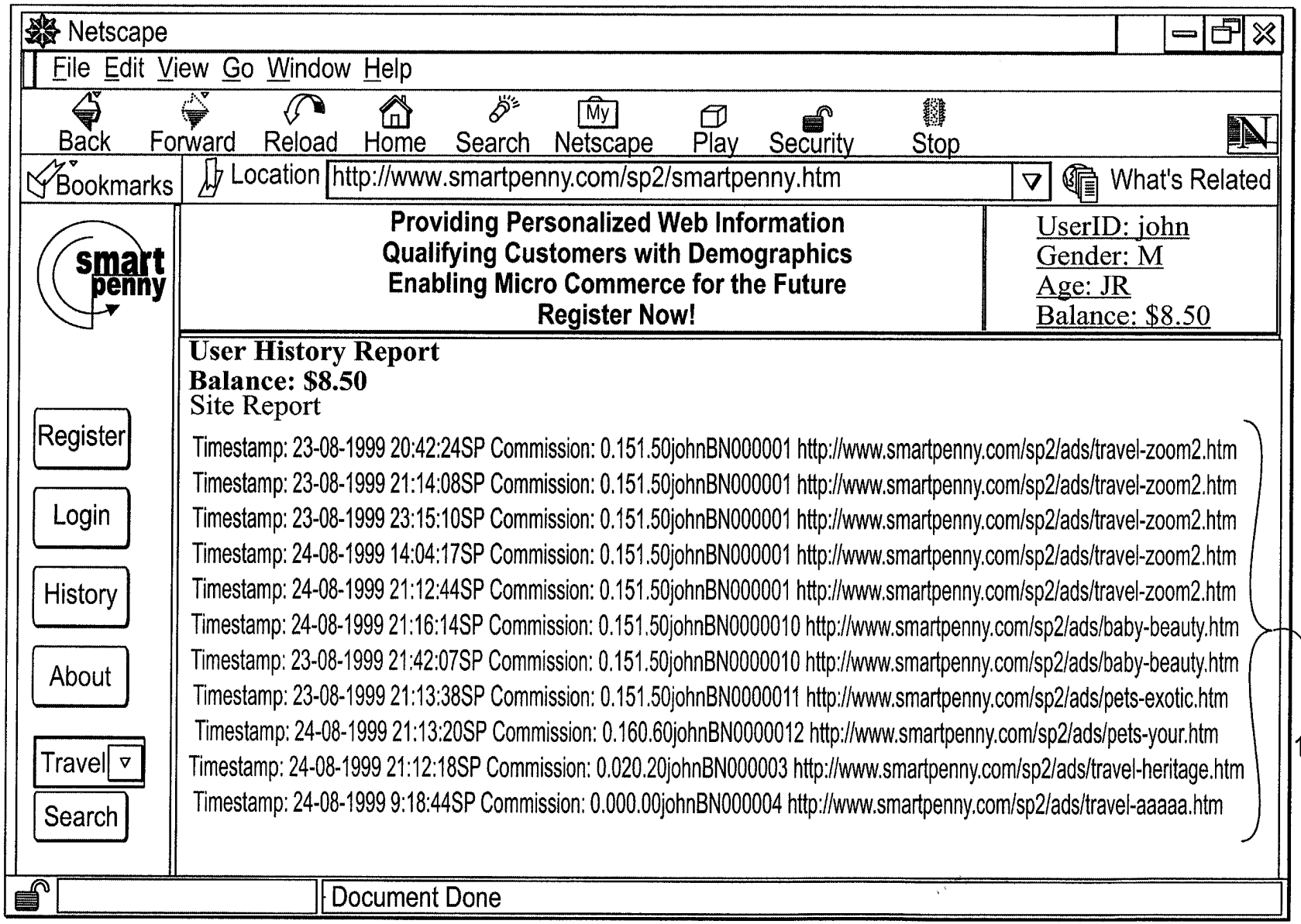

Netscape
File Edit View Go Window Help
Back Forward Reload Home Search Netscape Play Security Stop
Bookmarks Location http://www.smartpenny.com/sp2/smartpenny.htm What's Related
smart penny
Providing Personalized Web Information
Qualifying Customers with Demographics
Enabling Micro Commerce for the Future
Register Now!
UserID: john
Gender: M
Age: JR
Balance: $8.50
Register
Login
History
About
Travel
Search
User History Report
Balance: $8.50
Site Report
Timestamp: 23-08-1999 20:42:24SP Commission: 0.151.50johnBN000001 http://www.smartpenny.com/sp2/ads/travel-zoom2.htm
Timestamp: 23-08-1999 21:14:08SP Commission: 0.151.50johnBN000001 http://www.smartpenny.com/sp2/ads/travel-zoom2.htm
Timestamp: 23-08-1999 23:15:10SP Commission: 0.151.50johnBN000001 http://www.smartpenny.com/sp2/ads/travel-zoom2.htm
Timestamp: 24-08-1999 14:04:17SP Commission: 0.151.50johnBN000001 http://www.smartpenny.com/sp2/ads/travel-zoom2.htm
Timestamp: 24-08-1999 21:12:44SP Commission: 0.151.50johnBN000001 http://www.smartpenny.com/sp2/ads/travel-zoom2.htm
Timestamp: 24-08-1999 21:16:14SP Commission: 0.151.50johnBN0000010 http://www.smartpenny.com/sp2/ads/baby-beauty.htm
Timestamp: 23-08-1999 21:42:07SP Commission: 0.151.50johnBN0000010 http://www.smartpenny.com/sp2/ads/baby-beauty.htm
Timestamp: 23-08-1999 21:13:38SP Commission: 0.151.50johnBN0000011 http://www.smartpenny.com/sp2/ads/pets-exotic.htm
Timestamp: 24-08-1999 21:13:20SP Commission: 0.160.60johnBN0000012 http://www.smartpenny.com/sp2/ads/pets-your.htm
Timestamp: 24-08-1999 21:12:18SP Commission: 0.020.20johnBN000003 http://www.smartpenny.com/sp2/ads/travel-heritage.htm
Timestamp: 24-08-1999 9:18:44SP Commission: 0.000.00johnBN000004 http://www.smartpenny.com/sp2/ads/travel-aaaaa.htm
1702
Document Done

Fig. 17

Demographic Reward Matrix 1802

Gender	Age	Six months of daily usage? (Due for vacation)	Show Banner?	Reward
MALE	Young	NO	NO	$ 1.50
MALE	Young	YES	YES	$ 3.50
MALE	Middle	NO	NO	$ 0.60
MALE	Middle	YES	YES	$ 2.60
MALE	Senior	NO	NO	$ 0.50
MALE	Senior	YES	YES	$ 2.50
MALE	None Given	NO	NO	$ 0.50
MALE	None Given	YES	YES	$ 2.50
FEMALE	Young	NO	NO	$ 1.10
FEMALE	Young	YES	YES	$ 3.10
FEMALE	Middle	NO	NO	$ 0.20
FEMALE	Middle	YES	YES	$ 2.20
FEMALE	Senior	NO	NO	$ 0.10
FEMALE	Senior	YES	YES	$ 2.10
FEMALE	None Given	NO	NO	$ 0.10
FEMALE	None Given	YES	YES	$ 2.10
None Given	Young	NO	NO	$ 1.00
None Given	Young	YES	YES	$ 3.00
None Given	Middle	NO	NO	$ 0.10
None Given	Middle	YES	YES	$ 2.10
None Given	Senior	NO	NO	$ -
None Given	Senior	YES	YES	$ 2.00
None Given	None Given	NO	NO	$ -
None Given	None Given	YES	YES	$ 2.00

Fig. 18

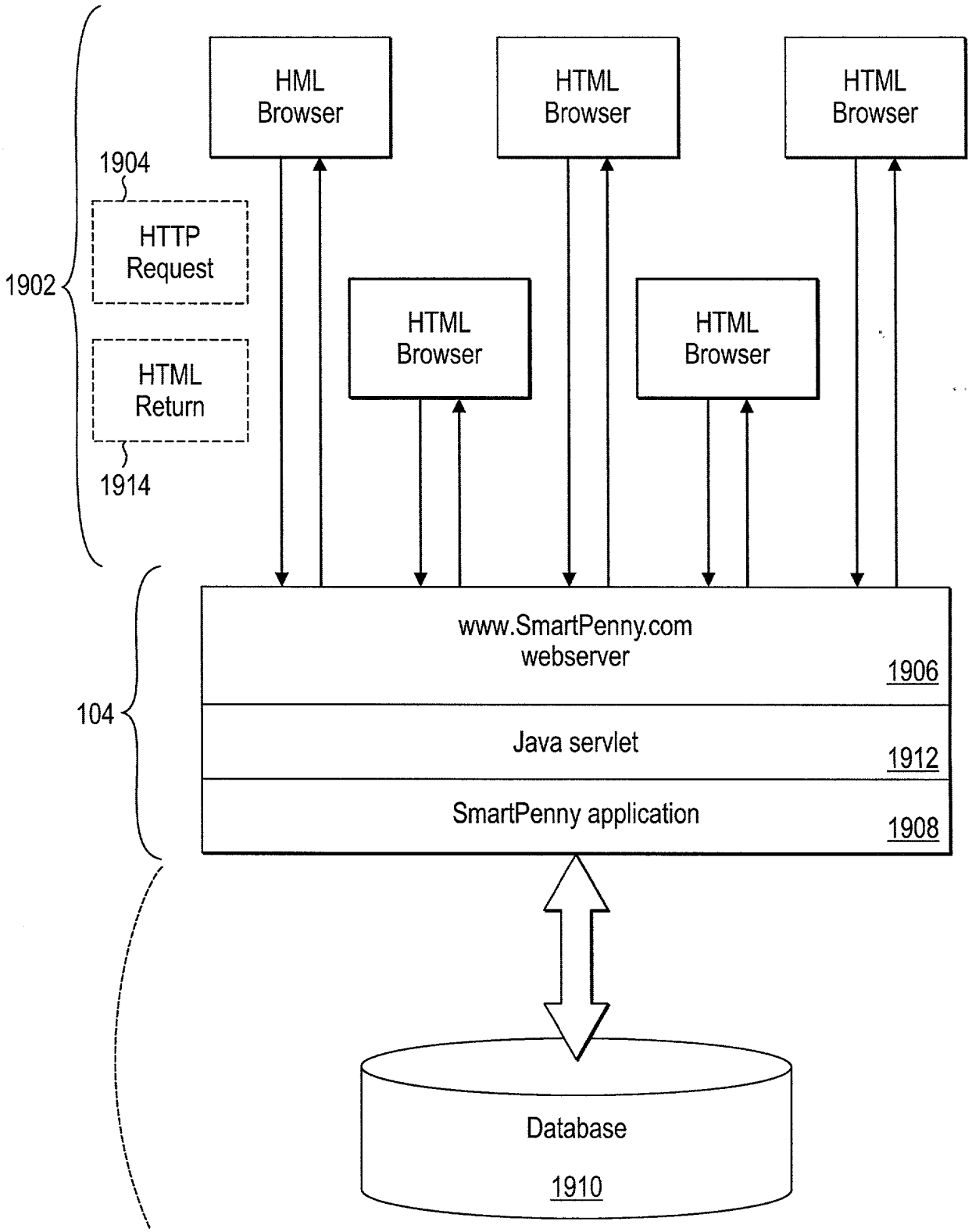

HML Browser
HTML Browser
HTML Browser
HTML Browser
HTML Browser
1904
HTTP Request
1902
HTML Return
1914
104
www.SmartPenny.com webserver
1906
Java servlet
1912
SmartPenny application
1908
Database
1910

Fig. 19

Merchant Account Priority Bid Matrix

Enter your destination URL and the desired bid for each consumer attribute. The combination of your bid matrix and the customers' profile will create a unique search result list sorted by resulting bids. You have the option of passing a portion of your bid along to the consumer when the click to your site. Enter the percentage of the resulting bid you wish to pass on to your visiting customer in the percent field.

Pass Through Percent: ⊙ 0% ○ 25% ○ 50%

URL: http://www.your

Returning Customer = "Yes"? $1.00

Keywords:

Keyword1: $0.25

Keyword2: $0.20

2002

Gender:

Household Income

$50,0

$100,0

Example: Your_Company.com sets its bid levels to attract its target customers. With these settings, a new customer searching under "Keyword2" who is a 35 year old, married male, with two children and household Income of $75,000/year and has made purchases from your site in the past will trigger a bid of $2.20, 0% of which will be passed on to the customer when he clicks to Your_Company.com's site.

Age:

65+: $0.05

Marital Status:

Married: $0.10

Single: $0.20

Children in Household:

0: $0.00

1: $0.10

2+: $0.40

Merchants may elect to pass through a portion of their bid to the consumer to be more aggressive in attracting consumers to their site. Search results will be ranked based on the bid offered. Sites who offer a reward will have that reward listed next to their link.

Example:

Given a certain consumers demographic profile:

Fig. 20a

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Amazon.com bids $1.50
Pets.com bids $1.10
SmallFry.com bids $0.50
CrazyEddy.com bids $1.00 and elects to pass 25% or $0.25 through to the visiting consumer

Results display as:

Site	Your reward for visiting
1. Amazon.com *The best books online*	
2. Pets.com *The best pets online*	
3. CrazyEddy.com *We're crazy! Try us!*	$0.25
4. SmallFry.com *We're small, but we try harder!*	

Express Mail No. EV 339 933 405 US

Fig. 20b